

# ASSIGNMENT 1

Textbook Assignment: “The Lithographic Process,” chapter 3, pages 3:1 through 3:7; “Planning and Control,” chapter 4, pages 4:1 through 4:16; “Type and Typography,” chapter 5, pages 5:1 through 5:26; “Art and Copy Preparation,” chapter 6, pages 6:1 through 6:40; “Electronic Prepress Production,” chapter 12, pages 12:1 through 12:35.

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Learning Objective: Identify the steps in the lithographic process and the requirements in shop layout and quality control.

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- 1-1. What is the first step in the graphic reproduction process?
1. Gathering materials
  2. Getting the material into printable form
  3. Selecting the text
  4. Selecting the graphics
- 1-2. What is the second step in the graphic reproduction process?
1. Cropping illustrations
  2. Enlarging the printed material
  3. Typesetting the text
  4. Making an image carrier
- 1-3. What is the final step in the graphic reproduction process?
1. Printing and finishing
  2. Transferring images to paper
  3. Folding and binding
  4. Both 2 and 3 above
- 1-4. What printing process carries images in the ink-holding indentations cut into the body of the carrier?
1. Letterpress
  2. Gravure
  3. Screen printing
  4. Lithographic
- 1-5. From a historical perspective, what printing process was badly limited in picture reproduction, but excellent for printing text?
1. Letterpress
  2. Gravure
  3. Screen printing
  4. Lithographic
- 1-6. The basic concept of printing is based on what principle?
1. That plates are exposed through image films
  2. That oil and water resist mixing
  3. That image areas do not accept printing ink
  4. That image and nonimage areas react the same
- 1-7. What is a major advantage of offset printing over direct printing?
1. A right-reading image
  2. Finer detail printing on coarse or structured paper
  3. The blanket is gentle on the plate image
  4. Each of the above
- 1-8. Which of the following is a phase of the modern lithographic printing process?
1. Automatically merged operations
  2. Integrated prepress operations
  3. Bindery functions
  4. Finishing

- 1-9. Which of the following is a main part of art and copy preparation?
1. Manuscript preparation
  2. Putting artwork into a reproducible form
  3. Putting rough artwork into finished form
  4. Both 2 and 3 above
- 1-10. What is the first principle of good plant layout?
1. Separation of office and manufacturing functions
  2. Adapt the workflow to the existing or new building
  3. Direct product flow
  4. Ensure quality control
- 1-11. For plant layout, prepress areas should provide which of the following environments?
1. Clean, though noisy, and with low ceilings
  2. Clean and quiet
  3. Large, noisy, and with high ceilings
  4. Either 1 or 3 above, depending on product flow
- 1-12. In estimating a job's cost, which of the following steps should be taken?
1. Analyze the job's specifications
  2. Decide which parts are to be done electronically
  3. Assign costs to each part of the job
  4. Each of the above
- 1-13. In estimating composition job costs, a major element is knowing the condition of the copy to be composed.
1. True
  2. False
- 1-14. In selecting the optimum job design, the estimator should strive to perform which of the following functions?
1. Add extras to increase customer costs
  2. Encourage frills to maximize costs
  3. Gang up jobs for press economy
  4. Minimize inquiries about job specifications
- 1-15. The volume of work produced in a given shop in a specified period of time is the definition of which of the following terms?
1. Job production
  2. Throughput
  3. Production optimization
  4. Output
- 1-16. What is the overall purpose of planning and scheduling operations?
1. To effectively manage the independent printing operations
  2. To ensure strict adherence to production schedules
  3. To produce the greatest volume of work at the lowest cost
  4. To reduce labor, overtime, and other production costs
- 1-17. Which of the following is a technique to improve planning and scheduling efficiency?
1. Keep presses off line until needed
  2. Ensure bindery operations are frequently adjusted during each job
  3. Perform dark color jobs first to decrease washup time
  4. Group similar jobs together to improve runnability

- 1-18. Which of the following is an essential and important aspect of quality control activities?
1. Build quality into the product
  2. Inspect to remove unsatisfactory items in the product
  3. Both 1 and 2 above
  4. Standardize all processes

- 1-19. Which of the following is a type of quality control unique to the printing industry?
1. Production overlap
  2. Test image
  3. Proofreading
  4. Random inspections

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Learning Objective: Identify type styles and characteristics, the various elements of typography, and the principles of design and placement.

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- 1-20. The process of assembling types into words and lines is the definition of which of the following terms?
1. Typefacing
  2. Typesetting
  3. Imagesetting
  4. Both 2 and 3 above

- 1-21. The first modern type designs were developed by what individual?
1. Baskerville
  2. Bodoni
  3. Garamond
  4. Caslon

- 1-22. As an element of design, the process of reducing the space between letters is known by what term?
1. Kerning
  2. Ligature
  3. Body typing
  4. Typefacing

- 1-23. For type characters, x-height is the portion of a letter between which of the following points?
1. The baseline and a counter
  2. An ascender and a descender
  3. The cap height and the baseline
  4. A counter and an ascender

- 1-24. A type family usually consists of which of the following typeface variations?
1. Regular roman and bold italic
  2. Bold roman and regular italic
  3. Both 1 and 2 above
  4. Regular roman and regular italic only

- 1-25. A font of type commonly contains which of the following characters?
1. Capital letters, lowercase letters, numerals, italic figures, and a pi font
  2. Upper and lowercase letters, a pi font, and special characters
  3. A main font, a pi font, italic figures, and ligatures
  4. Each of the above, without italic figures

- 1-26. In a type series, increments of 4 to 128 points generally define the size range of what term?
1. A series
  2. The type font
  3. Imagesetting
  4. Both 2 and 3 above

1-27. In the point system, there are what total number of points in an 18-pica line?

1. 72
2. 108
3. 216
4. 432

1-28. Line lengths that are adjusted to form the shape of an object or to frame a graphic illustration are known as what type of copy?

1. H&J
2. Specimen type
3. Running center
4. Runaround

1-29. In word spacing, excessive and unsightly spacing between words may be the result of equipment set to operate in which of the following modes?

1. Leading
2. Hyphenless
3. Centered
4. Justified

1-30. In spacing, what term or terms identify the process of adding or removing space between letters?

1. Positive kerning or letterspacing
2. Tracking or kerning
3. Negative kerning
4. Each of the above

1-31. As an input device for phototypesetting, an OCR performs which of the following functions?

1. Merges text with graphics
2. Previews typefaces
3. Scans page makeup
4. Reads images for disk storage

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Learning Objective: Recognize the various proofreaders' marks used, and the procedures practiced when proofreading and correcting copy.

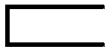


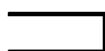

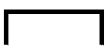






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1-32. The procedures for proofreading a typeset proof include which of the following necessary steps?

1. Read to detect mechanical and human error
2. Read to ensure correct revisions and placement
3. Both 1 and 2 above
4. Conduct additional revisions as necessary

1-33. For making computer assisted corrections to proofread text, which of the following pieces of equipment is an input device?

1. Screen
2. Document File
3. Mouse
4. Cursor

A 	G 	M 
B 	H $\wedge$ or $\vee$	N 
C 	I #	O   or —
D 	J 	P 
E 	K 	Q WF
F 	L ....	

**Figure 1A.—Proofreaders' Marks**

IN ANSWERING QUESTIONS 1-34 AND 1-35, SELECT FROM FIGURE 1A THE PROOFREADERS' MARK OR MARKS NEEDED TO CORRECT THE ERROR(S) IN THE SENTENCE USED AS THE QUESTION. ALL MARKS MAY NOT BE USED. SOME MARKS MAY BE USED MORE THAN ONCE.

1-34. Positive halftone prints (also called Prescreened halftones) are photographic paper prints made made halftone negatives. For more information refer to *the Lithographers Manual*.

1. J, H, H, O, G
2. H, O, H, G
3. J, H, O, H, G, F
4. H, H, O, G, F

1-35. The range of colors any of set process inks can prodeuce, and the amount of color correction they will require can be judged from simple calculations.

1. M, O, A, Q
2. H, O, A, H
3. M, H, O, B, Q
4. H, O, P, B

1-36. In proofreading, the most common method(s) for correcting typesetting errors is/are to perform which of the following actions?

1. Rekey the lines and typeset a new galley
2. Correct the existing computer file and print a new galley
3. Make line corrections and pasteup the original galley
4. Either 1 or 3 above, depending on the system

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Learning Objective: Identify types of reproduction artwork and recall the procedures used in their preparation.

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1-37. During the conception and design phases, which of the following operations is of critical importance to those people responsible for organizing the job?

1. Pasting up elements
2. Scheduling
3. Planning
4. Graphics communications

1-38. Which of the following elements are important to consider in the initial job consultations?

1. Style and format
2. Purpose of the job
3. Required colors
4. Each of the above

1-39. In jobs where a large number of sheets of paper are bound together, an artist must compensate for what potential problem?

1. Bindery offset
2. Page creep
3. Image mismatch
4. Sheetwise imposition

- 1-40. In planning the layouts leading to art preparation, which type of layout features roughly sketched and recognizable illustrations?
1. Rough
  2. Thumbnail
  3. Comprehensive
  4. Either 1 or 2, above, depending on the visual limitations of the job
- 1-41. In preparing a comp layout, the artist should place directions and specifications directly on the layout for the convenience of the artist.
1. True
  2. False
- 1-42. What type of copy may be a painting, a color photograph, or a transparency?
1. Full color
  2. Line
  3. Continuous tone
  4. Either 1 or 3 above, depending on the reproduction techniques to be used
- 1-43. When submitted for reproduction, what type of paper surface is required to produce clean and uniform lines and edges of manually created line copy?
1. Smooth and hard
  2. Hard and textured
  3. Soft and pebble-grained
  4. Smooth and absorbent
- 1-44. What size range is recommended for originals to minimize imperfections when creating line art for conventional offset reproduction?
1. 50% - 74%
  2. 75% - 99%
  3. 100% - 124%
  4. 125% - 150%
- 1-45. When using solid and reverse-type images in line copy, an artist should remember which of the following as a problem area?
1. Typefaces of uniform thickness
  2. Typefaces with fine-line serifs
  3. Reversed type of 12 point or above
  4. Opaque inks
- 1-46. Which of the following is an example of continuous-tone copy?
1. A painting
  2. A black and white photograph
  3. Both 1 and 2 above
  4. A pen and ink illustration
- 1-47. In photography, what process provides the best contrast control?
1. Compensating the contrast during negative to positive printing
  2. Exposing the subject to flat, front flash-on-camera lighting
  3. Exposing the subject to side lighting from a single source
  4. Lighting of the subject properly during photographing
- 1-48. To protect continuous-tone copy from damage, you should perform which of the following actions?
1. Mail photos in tubes
  2. Write protective instructions on the back of each photo
  3. Do not eat, drink, or smoke around the artwork
  4. Always write on photos with a pencil, never use a pen
- 1-49. What type of halftone is popular in portrait photography?
1. Combination
  2. Positive
  3. Vignette
  4. Outline

- 1-50. Unless rescreened or interference filtered during processing, what type of halftone is likely to be spoiled by the presence of moiré patterns in the final print?
1. Printed
  2. Square-finish
  3. Silhouette
  4. Positive
- 1-51. In scaling camera ready copy, you should remember which of the following rules?
1. Artwork is often scaled but never cropped
  2. Always mark scaling lines directly on the camera ready copy
  3. Draw lines on a covering tissue using a felt tip pen
  4. Always place scale marks in the area to be printed
- 1-52. In scaling, calculating the reproduction percentage of camera ready copy, using a calculator, the final number of 80 indicates the original will be processed in what way?
1. Enlarged by 80 percent
  2. Enlarged horizontally 10 percent and vertically 10 percent
  3. Reduced 20 percent
  4. Reduced horizontally 40 percent and vertically 40 percent
- 1-53. In completing a pasteup, the artist pastes which of the following line-copy elements following the comprehensive?
1. Continuous-tone copy
  2. Line drawings
  3. Type drawings
  4. Both 2 and 3 above
- 1-54. Which of the following marks are guidelines for the pasteup process?
1. Center-of-image
  2. Fold
  3. Crop or trim
  4. Each of the above
- 1-55. Overlays are used for which of the following purposes?
1. To add permanent color to a mechanical
  2. To indicate fold marks on a pasteup
  3. To assist in keylining camera-ready art
  4. To create a rainbow effect on key art
- 1-56. In accurately combining or positioning images, what type of register joins two colors with no perceptible color overlap?
1. Loose
  2. Hairline
  3. No
  4. Lap
- 1-57. What type of color reproduction produces an illusion that more exists in the reproduction than existed in the original?
1. Full-color copy
  2. Duotone
  3. Fake duotone
  4. Either 1 or 2 above, depending on the development procedure used
- 1-58. To satisfactorily reproduce most types of original full-color copy, which of the following process colors should be used?
1. Cyan, magenta, black, white
  2. Magenta, black, yellow, blue
  3. Yellow, magenta, cyan, black
  4. Blue, black, yellow, white

1-59. To review and evaluate transmission and reflection copy, what standard illumination temperature should be used?

1. 1,000K
2. 2,500K
3. 5,000K
4. 6,500K

1-60. In handling full-color copy, you should write the job number directly on what area of color prints?

1. Front margin (image area)
2. Front margin (nonimage area)
3. Back on masking tape
4. Either 2 or 3 above, depending on the circumstances

1-61. Which of the following patterns have a high incidence of producing moiré?

1. Window screens
2. Small checked patterns
3. Wallpaper
4. Each of the above

1-62. The quality of a color reproduction to the customer is largely the result of what factor?

1. Unnoticed colors
2. Time of day
3. Personal taste
4. Color harmony

1-63. The most pleasing color photographs are usually those having what characteristic?

1. A limited range of colors
2. Saturated colors
3. Large areas of solid, brilliant colors
4. Bold contrasts

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Learning Objective: Recognize the equipment and software used to create documents and electronic files for reproduction.

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1-64. Which of the following is a benefit of desktop publishing?

1. Quick revision of information
2. Reduced production costs
3. 1 and 2 above
4. Reduced rekeyboarding time

1-65. Word processing applications offer which of the following features?

1. Text scanning
2. Proofreading
3. Design selection
4. Spell checking

1-66. In using a computer to design a rough layout, the designer's goal is to create a simple layout to help visualize the final printed product.

1. True
2. False

1-67. What are the two types of computer programs for creating illustrations?

1. Draw and vector
2. Paint and postscript
3. Paint and draw
4. Vector and postscript

1-68. Which of the following is a purpose of desktop scanning?

1. To digitize images for later use
2. To crop images
3. To lighten or darken images
4. Each of the above



- 1-69. Which of the following file formats is most widely used to save gray-scale images?
1. TIFF
  2. RIFF
  3. EPSF
  4. Either 2 or 3 above, depending on the system used
- 1-70. In producing digital halftones, scanning a 150 lines per inch image should be conducted at what dpi setting?
1. 150
  2. 200
  3. 300
  4. 600
- 1-71. Which of the following is a device a computer uses for storing information?
1. Floppy disk
  2. Hard disk
  3. 1 and 2 above
  4. Keyboard
- 1-72. What is a principal benefit of networking computers?
1. Sharing resources
  2. Reducing dependence on coaxial cable
  3. Reducing dependence on optical fiber cable
  4. Both 2 and 3 above
- 1-73. What type of network should be in use on a ship that has all or most of the command's computers connected?
1. WAN
  2. LAN
  3. Node
  4. Optical
- 1-74. What device connects different types of networks?
1. Network bridge
  2. Modem
  3. Gateway
  4. Router
- 1-75. In scanning, what graphics system creates high-resolution artwork?
1. OCR
  2. Post Script
  3. Modulated
  4. Demodulated